Research Proposal

An Evaluation of the potential of the adoption of mobile government Somaliland: Capital of Hargeisa

A case study of M-GOVERNMENT SOMALILAND

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Chapter 1: Introduction

The definition of m-government is an electronic services form between government to citizens, which used the technologies of computer networks, web-based technology and the telecommunications of internet. The Mobile Government implementation use appropriate platform in software and hardware like a precision network components, also organisational structure, commercial standardisation, etc...

In present day, the Mobile government system is normally related in electronically services between government and their citizens with the implementation of electronic system of connection. The developed countries saw the m-government a form of innovation technology which most western countries adopted in the middle of 2000’s. However, Somaliland, a small non-recognised country in Horn Africa has non-existing electronic system between government and their citizens like some African countries. According of this research, it is important to examine the benefits, challenges and available opportunities the implementation of an electronic services system for citizens and retailers with their government of Somaliland, and the development and implementation would bring a lot of benefits to the industry and as whole in Somaliland.

This research will outline in chapter 2 Research background which evaluate the theoretical frameworks and realisation that promote the M-government system; Chapter 3, the aims and objectives of the research, Chapter 4, Methodological framework that evaluate the research methodology used to carry the research including the strategy, philosophy, approach, primary and secondary data, collection methods, and how analysis carried.

Finally, the researcher will discuss what ethical considerations to make, and outline the challenges and limitation of the proposal research.
Chapter 2: Research Background

This proposal evaluates the potential of the adoption of m-government for the citizens of Somaliland (Republic of Somaliland). Somaliland is a self-declared state not yet internationally recognised and separated from the rest of Somalia in 1991. Thus, Somaliland lies in the Horn of Africa which is bordering with rest of Somalia in the east, Djibouti to the northwest, and Ethiopia to the south with approximately 4 million residents. The capital and the largest city is Hargeisa, with the population of around 1,200,000 residents. The purpose is to illustrate how efficiently the Somaliland government profits by adopting the m-government services and identifying what factors to examine by implementing mobile apps services online by the government.

The researcher employed the use of semi-structured face-to-face interviews and online interviews to collect primary date for this study. The findings were thematically analysed and the TAM model was utilised to analyse and understand the citizens’ behaviour of Somaliland citizens’ behaviour and attitudes towards the adoption of m-government.

This proposal will outline in Chapter 2 Research Background, will examine the theoretical frameworks and concept that facilitate m-government adoption. The Chapter 3 the aims and objectives of the study, chapter 4 methodological framework, will examine the research, and that includes the study, strategy, philosophy, approach, primary and secondary data collection methods, and how analysis carried out.

Lastly, the researcher will discuss what ethical considerations will make, and the challenges and limitations of the study.

2.1 Introduction – Mobile Government concept

This chapter will analyse and criticise the available literature and academic material on the adoption of Mobile government to enhance the citizens’ experiences of retail banking, with a view to set a basis for the discussion of deploying m-government for any public sector. The literature review will look at various theoretical concepts which will aid the researcher to design the primary research method and also achieve the objectives of this study. The literature review discussed here is based on previous scholarly work done on m-government.
2.2 Defining Mobile Government

According to Alotaibi, Sultan and Roussinov, Dmitri (2015) highlights recently many governments have started to change the ways of providing their services, so they allow their citizens to access services from anywhere, without the need to go to a physical place of the service provider. Mobile government (M-government) is one of the techniques which fulfil that goal and adopted by many governments. M-government can be defined as an implementation of Electronic Government (E-Government), where mobile technology is used, with the aim of improving service delivery to citizens, businesses and all government agencies. Although M-government has emerged several years ago, these services are still in their early stage in developing countries in general, and in Saudi Arabia in particular. As any newly introduced concept into society, M-government is facing many difficulties in developing countries and not always accepted. There are many factors influencing the acceptance of M-government in developing countries, for instance the education level, the cost and complexity of use of technology, etc. Governments in developing countries, in general, and in Saudi Arabia in particular, are paying more attention towards the adoption of M-government services by its nationals. This could be done, for example, by considering criteria that help making mobile services easily accepted by citizens, for example by implementing services that are user friendly and that are adequate to citizen needs. Our study is focusing on the adoption of M-government in Saudi Arabia. Our research question is: "What are the factors which influence the adoption of M-government in Saudi Arabia?"

Answering this research question will enhance the knowledge in this field, by developing a conceptual model for citizens' adoption of M-government. The developed model integrates constructs from the Technology Acceptance Model (TAM), User’s Satisfaction, Perceived Service Quality, Perceived Mobility and Trust. The developed model will provide more knowledge to the field of m-Government, either on the theoretical or practical sides. Theoretically, this study aims to determine the variables that are influencing the user intention to use m-Government services. This is made by exploring the applicability of TAM and other external variables derived from the related literature, such as perceived trust, perceived Service Quality, perceived Mobility and user’s satisfaction. Practically, our study will help decision makers in M-government projects, in general, and mobile service providers, in particular, to successfully implement M-government services. This is made by providing a better understanding of the variables of the TAM and other external variables.
To answer our research question, mixed research methods will be used (qualitative and quantitative methods). The relationships between these constructs form the basis for the research hypotheses which will be tested using a quantitative research approach. Specifically, a survey will be used for gathering data from a sample of Saudi citizens and statistical methods will be used for analysing the quantitative data generated from the primary research. Also, the qualitative data will be used to analyse and assist in explaining and refining the statistical results obtained from the quantitative results, specifically by investigating the participants' views.

2.3 Theoretical Aspects of Mobile Government.
In this section discussion, the theoretical aspects that relate to m-government, these include citizen’s behaviour, perception and attitudes and the theory of diffusion of innovations.

2.3.1 The Theory of Consumer
The theory of customer behaviour based on learning and understanding how consumer make decisions on whether to accept or reject products / services, and what factors contribute to their decision making.

According to Lamb et al. (2000), define consumer behavior as the decision making acts, and processes taken by individuals and families when obtaining products and services in order to satisfy their needs, and these acts of decision making also include those that precede the current acts of decisions taken. These acts include visiting several stores and shops, the evaluation of various goods and services available and then finally the actual act of purchasing the chosen product and services.

In order for government to understand and identify the profiles of their citizens, there is a need to understand consumer behavior.

According to western scholars (2015) the factors that influence consumer buying behaviour confronted the privacy and ethical risks of big data. Secondly consumer behaviour influenced, by the existing trust and citizen-government relationship.

The Somaliland citizens’ retention and profitability always heavily influences the citizen behaviour (western scholar, 2012).
2.3.2. Consumer Perception and Attitudes

Lamb et al. (2000) define perception as the process of selection, organization and integration of stimuli by individuals to create a meaningful picture. This process of perception consists of all the human senses i.e. sight, feeling, taste, smell, and hearing and these senses play a major role in that they cause certain sensations in a person that have a significant impact and influence on the purchasing behaviors of consumers.

Lussier (2000) defines perception differently and argues that it is a collection of defense mechanisms that act as protection for consumers against unwanted stimuli within the environment. Davis (1989) adds that consumers differ in the way they perceive products and services offered. The acceptance of technology and innovations such as Mobile Government influenced by the perceptions that consumers have about these emerging innovations and what characteristics and the value they add to the products and services (Lussier, 2000).

2.3.3 Diffusion of innovation theory

Kotler (2000) describes an innovation as any good, service or any idea that is perceived as being new. This approach remained there for a long time, but for any person viewing as novel as it is an innovation in his/her eyes. Adoption is the acceptance and the eventual decision by an individual to be a regular consumer of a set product/service. Mobile Government is a radical innovation, keeping in mind how long the traditional institution Governmental has been there. There is scant research on the diffusion of innovation within the government sectors (Bradley and Stewart, 2003). Diffusion of government theory argues that if the mobile government service can be accessed quickly by my most citizens, then that the government’s adoption of m-government will be faster (Gerrard and Cunningham, 2003).

2.4 Models of mobile government adoption in developing countries

There are more than one frameworks or models of internet and technology adoption which identify the many factors that drive businesses or government to adopt m-government (Khalifa and Davison, 2006).
2.4.1 Technological – Organisational – Environmental (TOE) Framework

Tornadzky and Fleischer (1990) developed the Technological Organisational Environmental (TOE) framework, and they identified three contexts that influence the adoption of technology by organisations; technological, organisational and environmental contexts. (See Appendix)

2.5 Summary

In summary, this chapter has examined plenty of problems associated with M-Government, such as definition benefits, theoretical aspects, and the empirical aspects related to Mobile government.

Chapter 3: Aim & Objectives

The aim of this study was to investigate and assess the possibility of adopting M-Government within the country of Somaliland in order to enhance their citizens’ experience. The researcher’s view is that this research would draw recommendations for the Somaliland m-government from other m-government countries to adopt and enhance the products and services for the citizens of Somaliland. The researcher wanted to investigate the level of importance m-government has for the Somaliland citizens.

The research objectives that were identified by the researcher are:

- To determine the internal and external factors affecting m-government in Somaliland
- To find out what value benefits and costs that m-government would bring to Somaliland.
- To find out the gap between people opposed and people pro of m-government in accordance with respect to their gender, age, education, income, area and perceptions (perceived risk, cost relative advantage and complexity)
- To come up with a set of practical recommendations drawn from the findings and analysis of the primary and secondary data, that will enhance the public sector in Somaliland and improve the citizens experience and benefit the Somaliland economy as a whole.
The research shall attempt to find an answer to these questions in the start of the project.

3.1 Significance of the Study
The significance of this research is mainly in two ways. Firstly, despite the fact Somaliland is endeavouring to adopt m-government across all its public sectors, the citizen acceptance and adoption rates are still much low and the country has not made any attempt to carry out research on the factors that affect adoption of mobile government in Somaliland. The study of Mobile government in Somaliland will help public sectors to achieve nation engagement by the creation of solutions and strategic ways of attracting citizens to this new kind of m-government in Somaliland, hence, the importance of this research.

Secondly, the research will be important because it will contribute significantly to the literature on m-government in Somaliland as it is scant. Most of the theories reviewed and discussed were done in developed countries, and none was carried on Somaliland or any neighbouring country with the same demographics e.g. South-Somalia, Eritrea etc. Therefore the study is important in the development of m-government in the country.

The following section will be the Methodological framework by the research methods employed the researcher to develop the measurement scale, and the lastly ethical considerations & critical Analysis.

CHAPTER 4: METHODOLOGICAL FRAMEWORK

4.1 Introduction:
This section will assess and present the methodology that the researcher has employed in conducting this study. The researcher will discuss the research philosophy, the approach and designed used, the research strategy, the methods and the reason for the choice, and will also highlight the data analysis. Also to be discussed will be the research validity, the limitations and ethical considerations. The study challenges different types of knowledge on past and present strategies, systems and methods of the m-government. All the data included in this report is managed both from the primary sources and as well as from the secondary sources which correctly applied in completing the preceding stated objective.
Saunders et al (2009) introduce the use of the research onion, which can be utilised to determine what method(s) that a research can employ when carrying out a research. The “onion” gives the researcher the opportunity to identify issues which lead them to selecting certain data collection methods over others. The research onion is shown below in figure 1, and it has layers showing the philosophy, approach, strategy and methods (Saunders et al, 2009).

In the primary data and secondary data sections of this chapter, a more detailed discussion on the research methods that the researcher used follows.

4.2 Research Philosophy:
The researcher aims to achieve the research objectives by using several theories to translate the research results, and hence will use interpretivism. Ticehurst and Veal (2000) describe interpretivism as a way of describing, translating, and understanding the meaning of a concept; and not how many times (frequency) that concept or phenomena occurs within the social world.

In this study, the objectives of a properly functioning m-government were explored by interpreting different theories and academic literature. The findings will then be interpreted by using the literature according to the Somaliland context and situation, a developing country in the Horn of Africa.

Figure 1 The Research Process 'Onion' (Saunders et al, 2009:85)
4.3 Research Approaches:
According to Blumberg et al (2008) research philosophy can either be deductive or inductive. These may be case studies, surveys, experiments, ethnography, grounded research etc. Both strategies attempt to identify a case study as a deep analysis of a concept e.g. m-government in a Somaliland. Yin (2009) refers a case study as a means of answering the how and why study questions in a particular setting.

According to Saunders et al, (2009) inductive approach, which was chosen for this research, concerns the process of building theory with the main aim of understanding why human beings tend to attach meanings to certain events or situations. Interviews will be used to collect data and this will be including interviews from key senior personnel at Somaliland government. Available academic literature will then be used to translate and attempt to make sense of the opinions and views (information) that will be collected. This induction approach enables the researcher to focus on the role played by internet banking in enhancing a country’s economic growth. The researcher, while using this approach will be able to understand better the research problem.

A case study will be employed in this research as it will aid in carrying out an in depth analysis of m-government within Somaliland region in Hargeisa and with a view of generating findings that will aid in achieving the research objectives. Jankowicz (2009) describes the case study approach as a method used when the attention of a study concerns an organisation or a department within an organisation. This research aims to understand better the mobile government concept and possibility of its adoption or no adoption at Somaliland.

In the next sections of this chapter, a more detailed discussion on the research methods that the researcher used follows.

4.4 Research Methods:

4.4.1 Case study approach
In this research a case study was utilized in order to effectively investigate the main research aim for it includes a chronology of significant events in the country’s development. A case study is described by Edge (1991) as a managerial situation of events and organizational circumstances described in factual manner. A Somaliland capital was selected
to be the case study for this research because the researcher has special interest in the m-government system, IT Technology and economic development of Somaliland (Horn of Africa).

4.4.2 Primary Data:
The main type of primary data used as face-to-face interviews and online interviews via Skype, Paltalk and others social networks.

4.4.3 Face-to-face Interviews
The researcher carried out face-to-face and online semi-structured interviews with 2 key senior personnel at the Somaliland government in Hargeisa and citizens. According to Denscombe (1999) face to face or online interviews offer flexibility and adaptability when collecting information and finding out about things. Robson (2002) adds that the use of language as a channel of communicating by human beings helps in opening up about what lies behind peoples’ minds and actions. It is important and useful to observe peoples’ behaviours, but it is even better and more useful if the people are asked directly what is it that they mean and is going on in answering the research questions.

Once the interviews were finished, the data was painstakingly transcribed and afterwards it was analysed.

4.4.4 Secondary data:
In order to understand the concept of m-government at Somaliland and its adoption, the researcher had to carry out a literature review on the concept of internet banking. This involved evaluating the factors that drive and push for mobile government adoption, the factors that cause resistance, the risks, and how these barriers can be overcome; and apply this to the context of Somaliland capital in Hargeisa. The researcher collected this information from company documents, books, electronic journals, magazines, and of course the internet. The main problem with secondary data is that it cannot be controlled in terms of quality and sometimes it does offer the exact match for a particular study (Blumberg. 2008).
4.4.5 Data Analysis:
The data analysis of the information collected enabled the researcher to understand the emerging patterns hidden in the data. According to Denzin (2000) through analysis, the researcher is able to understand the meaning by extracting the data set. This process involves various steps. First of all the researcher compresses the information (data) in order to get rid of any errors, useless parts and no interesting, and improve the presentation and then draw conclusions. Thematic analysis involved the process of thorough reading and re-reading of the data collected, so that he can comprehend the deeper meaning and the content, and then start seeing repetitions, patterns and certain experiences (Denzin, 2000). Then the researcher formed the patterns identified into themes will offer an overview in which the interviewees see about the possibility of adopting m-government at Somaliland in Hargeisa.

Thematic analysis requires the researcher to possess a conceptual understanding and knowledge on m-government (through literature review) so that he can understand the results and draw conclusions and recommendations (Denzin, 2000).

4.5 Research Choices:
The researcher chose to use data triangulation, which involves a multi – methods means of collecting data (Denscombe, 2007). Triangulation allows the researcher to carry out in depth interviews with the respondents, and focus on the senior personnel; this makes it possible for the researcher to manage the qualitative data collected and make sense of the findings by describing the complexity of the topic that is studied.

4.6 Time Horizon:
Saunders et al. (2009) present two time horizons: cross-sectional studies, and longitudinal studies. Although it is recognised that a longitudinal study would be the preference for this study in order to analyse different perceptions that may have been impacted by events it was not a practical choice. The time horizon for this study was limited to specific period of time. This is due to the time constraints imposed by the academic course and the inability to collect significant data on the subject. A cross-sectional study was used to questionnaire individual and carries out interviews the key personal and retail customer to gather perceptions at a given point in time.
CHAPTER 5: Ethical Considerations & Critical Analysis

During the course of this study, the researcher had to make adjustments in order to consider ethical practices in this study and also encountered certain limitations and challenges when carrying out the research.

5.1 Plan:
This study considered the period from the year 2017 to 2020. This proposal and following design of the m-government adoption limited to the (Hargeisa capital of Somaliland.) Geographically, the study confined to Hargeisa Capital of Somaliland. Focus of this study planned to use a Gant chart to highlight key task and timing (refer to appendix 3).

5.2 Ethical consideration:
To ensure that ethical considerations were achieved in this study, the researcher had to adhere to the following guidelines:

- Guarantee the respondents confidentiality and anonymity
- Explain to the respondents the purpose, aim and objectives of the study. Outline how the study will be beneficial and who will benefit from it
- Ensure the respondents have his support and sign the consent form
- Ensure that respondents vies and opinions will be respected, and treated fairly

5.2 Challenges and Limitations to the research:
- A major limitation for this study was the sample size of the primary data collected. The researcher interviewed senior government officials’ to represent the public and national view.
- It was expensive and time consuming for the researcher to go to Somaliland and collect information. Where travel was difficult, the researcher had to employ the use of technology i.e. Skype and multimedia methods to conduct the interviews.
- This research was carried out on a national scale; hence there is need for further studies to be conducted.
- Unforeseen event is not impossible, it could be a disease, depression, death of a family member, etc.
- The case study can be very expensive.
5 References


http://mgov.cn/lab/Archives/EuromGov2005/PDF/36_R348SG.pdf


Lexington Books, Lexington, Massachusetts


CHAPTER 6 Appendixes

6.1 Appendix

Technological – Organisational – Environmental (TOE) Framework

Tornatzky and Fleischer (1990) developed the Technological Organisational Environmental (TOE) framework, and they identified three contexts that influence the adoption of mobile government by organisations; technological, organisational and environmental contexts.

![TOE Framework Diagram]

Figure 1 organisation Technology Environment (TOE) Framework (Tornatzky and Fleischer, 1990)

6.2 Appendix

Many scholars have described TAM as a better model than the TRA or PBA in describing peoples’ attitudes towards adoption of an IT system/technology like m-government (Wang et al, 2003). Figure 2 Technology Acceptance Model TAM (Davis, 1989)

![TAM Diagram]

Perceived

External

Attitudes

Intention

Actual System Usage

Figure 2 Technology Acceptance Model TAM (Davis, 1989)